

REMARKS/ARGUMENTS

Claims 53-57 are currently pending in this case, claims 53-57 having been added and claims 1-52 having been canceled without prejudice by this paper.

Claims 53-57 relate to uploading a shopping list.

Claim 53 requires "determining at least one of the customer's location in the store, a part of the store the customer has visited, an item purchased by the customer and a demographic factor related to the customer" and "promoting products not included in the shopping list based on at least one of the customer's location in the store, the part of the store the customer has visited, the item purchased by the customer and the demographic factor related to the customer." Claim 54 requires "uploading a quantity of at least one item of the shopping list" and "printing the quantity of at least one item of the shopping list." Claims 55 and 56 require "determining whether a specific brand of an item included in the uploaded shopping list is available in the store" and "if the specific brand of the item is not available in the store, printing an indication that the specific brand of the item is unavailable." Claim 56 further requires "if the specific brand of the item is not available in the store, printing an alternative brand suggestion for the item." Claim 57 requires "printing comparison shopping information for at least one item of the shopping list." U.S. Patent No. 5,887,271 (Powell) and U.S. Patent No. 6,595,417 (O'Hagan), either alone or in combination, do not appear to disclose, teach or suggest such limitations. Consequently, the Applicants respectfully submit that claims 53-57 are allowable.

The Applicants believe the claims are in condition for allowance, and respectfully request reconsideration and allowance of the same. The Applicants do not believe any fees are due regarding this Amendment. If any fees are required, however,

please charge Deposit Account No. 04-1696. The Applicants encourage the Examiner to telephone the Applicants' attorney should any issues remain.

Respectfully Submitted,



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